

The Conference will take place at the Camberly Brown and Seelbach Hilton Hotels in Louisville, Kentucky, September 17 and 18, 2001. For preliminary registration and lodging information, please contact the Conference Planner, KRA Inc., at 301-562-2341

**SOUTHERN AND DELTA REGIONAL RURAL CONFERENCE**  
Louisville , Kentucky – September 17 & 18, 2001

**CONFERENCE SCHEDULE**

*(Subject to Change)*

**MONDAY -- SEPTEMBER 17**

<b>7:00-10:00am</b>	Conference Registration
<b>7:30-8:30 am</b>	Continental Breakfast
<b>8:30-10:00 am</b>	Opening Plenary Session
<b>10:00-10:15 am</b>	Break
<b>10:15-11:30 am</b>	<p><b>Colloquia:</b></p> <p>Take advantage of this unique opportunity to participate in meaningful conversations with leaders and colleagues at the local, state and regional level. The conference will feature three colloquia:</p> <ul style="list-style-type: none"> <li>* A Colloquium for Workforce Boards</li> <li>* A Colloquium for State Organizations (Including State Legislatures)</li> <li>* A Colloquium for Regional Planning Organizations</li> </ul>
<b>12:00-1:30 pm</b>	Plenary Lunch

**2:00-3:30 pm**

Concurrent Workshops Session A

*THEME: Building Leadership Capacity and Strategic Know-how*

**WORKSHOPS:**

**A1 Strategic Planning: From Vision to Action; Bringing Your Community to the Table for Inclusive Strategic Planning**

To emphasize the importance of and present information on a systematic, interrelated, strategic planning method for engaging all stakeholders in community analysis, visioning, goal setting, and strategy development.

**A2 Build Your Economy Internally: Asset Mapping and Community Audits, Including Skills Inventory of Local Labor Market**

Guidelines on how to uncover the skills that individuals, non-formal organizations, and institutions already possess which can be linked to the promotion of economic and workforce development efforts in rural communities

**A3 Understanding Regional Labor Market Areas and Their Impact on Economic Development Plans**

Understanding economic changes taking place in rural areas of the South and their impact on skills needed by rural workers; including the urban impact on rural workers located in urban/rural labor market areas.

**A4 Small Businesses Versus Multi-national Corporations: The Needs of Economic Development at Different Levels**

The presentation will focus on economic development in rural areas related to small versus large businesses. What are the different workforce and other needs of a community in order to recruit and retain these different types of industry?

**A5 Using Government Information & Data to Develop “Nuts & Bolts” Profile of Your County/City, Including Use of GIS**

Increase awareness and availability of wealth of data available on rural areas of South; and demonstrate the application of these data using Geographic Information Systems.

**A6 Leveraging Partnerships**

How to identify potential viable partners with whom to co-operate and leverage resources and strategies to develop working collaborative partnerships.

	<p><b>A7 Using Educational Institutions to Make a Difference: The Role of Community Colleges and other Education Partners .</b> Educational institutions can be powerful strategic planning partners, an invaluable source of new ideas and expertise, and effective service providers in rural One-Stop service delivery systems. Panelists will review ways to develop and improve strategic partnerships with educational institutions.</p> <p><b>A8 Technological Readiness</b> Panelists will provide an overview of the role information technology can play in revitalizing rural communities. Examples covered will include e-commerce, economic development uses, and IT infrastructure as it relates to training.</p> <p><b>A9 Working with Strategic Partners: State, Regional, and Local Planning Organizations</b> This workshop will discuss the many regional economic and workforce development organizations in the South and Mississippi Delta area. The discussion will focus prominently on Workforce Development Boards, and it will also include organizations such as the Appalachian Regional Commission and the Delta Regional Authority.</p> <p><b>A10 Building the Right Infrastructure</b> For rural areas, the presence of strong transportation and telecommunications infrastructure is essential to workforce and economic development. This workshop will provide an overview of available resources and best practices for building the necessary infrastructure.</p>
<b>3:30-3:45pm</b>	Break

<b>3:45-5:15</b>	<p>Concurrent Workshops Session B  <i>THEME: Building a Resource Base</i></p> <p>WORKSHOPS:</p> <p><b>B1 Tips On Writing Successful Grant Proposals</b>  The basic ABC's of preparing a grant proposal, including importance of following instructions, meeting deadlines, and incorporating critical terminology in the proposal narrative.</p> <p><b>B2 Targeting Grant-In-Aid Opportunities</b>  How to identify, find, and understand grants available to support local economic development and related activity; strategies to determine how and which grants to apply for.</p> <p><b>B3 Where to Go for Funding to Achieve Your Economic Development Dreams</b>  Attendees will gain an understanding of the many sources for economic development.</p> <p><b>B4 E-Commerce and E-Government</b>  When selecting suitable job generating projects for your small community, creativity helps. Learn how the Internet has been or can be used for e-commerce, micro-business development and self employment/entrepreneurial/home industry projects in rural areas.</p> <p><b>B5 Creative Financial Resources</b>  How to identify unique existing financial resources to support local economic development, and strategies for creating mechanism of financial support such as Community Development Corporations and Micro Loan Programs.</p>
<b>5:30-7:00pm</b>	PM Break/Networking Session

TUESDAY–SEPTEMBER 18

<b>7:00-8:30 am</b>	Registration
<b>7:00-8:00 am</b>	Continental Breakfast

<p><b>8:00-9:30 am</b></p>	<p>Concurrent Workshops Session C  <i>THEME: Building the Right Skills</i></p> <p><b>WORKSHOPS</b></p> <p><b>C1 Developing a World Class Workforce System</b>  How to use One-Stop Centers, Workforce Boards, community colleges and faith and community-based organizations to build a world class workforce development system for your community.</p> <p><b>C2 WiredWorkforce@RuralAmerica.Now</b>  Internet-based technology will provide rural job seekers, workers, employers, and economic developers advantages they have never had. Discussion will focus on the foundation and functions technology contributes to one-stop systems and the value of computer-supported economic development and job creation.</p> <p><b>C3 Solving Skill and Labor Shortages in the Rural South</b>  The right training can give rural workers the skills needed to satisfy skill shortages as well as keep existing jobs and bring in new jobs to the community. A panel will discuss their experience in responding to rural skill and labor shortages, including working with businesses to train incumbent workers.</p> <p><b>C4 Development of Basic Education, Skills and Educational Culture Within the Family Unit &amp; the Community</b>  Show importance of education to family and community in terms of financial gain as well as work ethic required to get, retain, and get promoted to quality, well-paying jobs.</p> <p><b>C5 Adult Basic Education for Everyone</b>  This workshop will focus on one of the most overlooked and major challenges to workforce development in economically depressed rural areas: adult basic education. Adult Basic education includes literacy, bilingual, GED, life skills and many other components. This workshop will focus on the need for adult basic education as well as resources available.</p> <p><b>C6 The Future of the Southern Workforce: Future Labor Force Needs and Quality Jobs</b>  Look at future labor force trends and their impact on rural areas, with emphasis on specific strategies that rural communities can use to capture higher quality jobs.</p>
<p><b>9:30-9:45 am</b></p>	<p>Break</p>

<p><b>9:45-11:15 am</b></p>	<p>Concurrent Workshops Session D  <i>THEME: Building Empowered Communities</i></p> <p>WORKSHOPS:</p> <p><b>D1 Empowering Your Community; Making it Work as a Unit</b>  Demonstrate best practices for engaging and empowering the entire community</p> <p><b>D2 Focus on the Family: Health Care, Education and Social Services</b>  Identify challenges and opportunities for integrating community systems and services which enhance family well-being for improved participation in the workforce.</p> <p><b>D3 The Southern Workforce Diversifies: Inclusion of Diverse Groups into Rural Workforce &amp; Community.</b>  The merging and incorporation of new ethnic and diverse groups into both community and workforce</p> <p><b>D4 Community Connections: Citizen, Employer and Community Participation in Economic and Workforce Investment, Planning, Implementation and Development</b>  The involvement of the community, from citizens and employers to WIBS, economic councils, and community-based organizations, are essential for a successful rural workforce and economic development system. A Panel will present ideas, models, and tips gleaned from several rural areas.</p> <p><b>D5 Development of Leadership Culture and Civic Values Within The Family Unit &amp; Local Community</b>  Role and responsibility of parents and local community leaders to teach children &amp; citizens: family &amp; civic values; respect and understanding of authority/government; understanding of individual and community rights, and how to use these rights to reach goals benefitting both individuals and community</p> <p><b>D6 Rural Transportation Services and Your Community</b>  Overview of rural transportation issues; examples of how to overcome coordination barriers amongst local and regional agencies to meet rural transportation needs; sources of federal funding; how you can make rural transit work for your community.</p>
<p><b>11:15am-12:30pm</b></p>	<p>Closing Plenary Session</p>